MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

DCS5138 – MANAGEMENT INFORMATION SYSTEMS

(For Diploma students only)

13 March 2020
9:00 a.m – 11:00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **6 pages** excluding the cover page.
2. Answer **ALL** questions in **Section A** on the **OMR sheet.**
3. Answer **ALL** questions in **Section B** in the **Answer Booklet.**

Section A: 30 Multiple Choice Questions (30 marks)
*Instruction: Shade your answers on the **OMR sheet.***

1) An activity of information system which converts raw data to meaningful form, is called _____.
   A. output
   B. processing
   C. input
   D. infrastructure

2) People like secretaries and clerks who assist with scheduling and communications at all level of the firm. They are under known as _____.
   A. senior management
   B. knowledge workers
   C. production workers
   D. data workers

3) Which of the following describes the jobs of senior management level in an organisation?
   A. Delivers the product
   B. Implements plans and monitors the daily activities of the firm
   C. Makes long-range strategic decisions
   D. Assists with product scheduling

4) Which of the following is **NOT** a strategic business objectives?
   A. Survival
   B. Operational excellence
   C. Collection of raw data
   D. Customer and supplier intimacy

5) _____ are those assets required to derive value from a primary investment.
   A. Currents assets
   B. Complimentary assets
   C. Tangible assets
   D. Intangible assets

6) _____ is the delivery of computing services including servers, storage, databases, networking, software, analytics, and intelligence over the Internet to offer faster innovation, flexible resources, and economies of scale.
   A. Active Directory
   B. Virtual Meeting
   C. Internet of Things
   D. Cloud Computing

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7) Intimacy between organization and suppliers is vital as it can _____.
   A. increase cost.
   B. provide vital inputs to lower costs.
   C. initiate competition.
   D. produce new products.

8) In Mintzberg's 10 managerial roles, roles as Entrepreneur, Disturbance handler, Resource allocator and Negotiator are defined as _____.
   A. classic roles
   B. interpersonal roles
   C. informational roles
   D. decisional roles

9) Which stage of the decision making process deals with identifying and exploring solutions to the problem?
   A. Intelligence
   B. Choice
   C. Design
   D. Coding

10) What is the job function of the operational management level in an organisation?
   A. Decides long terms goals
   B. Approves capital budget
   C. Restocks inventory
   D. Designs a new corporate website

11) All of the following are analytic functionalities of business intelligence systems **EXCEPT** _____.
   A. production reports
   B. parameterized reports
   C. scorecards
   D. business strategy

12) _____ is a massive datasets collected from social media, online and in-store customer data.
   A. Domain Name Services
   B. Big Data
   C. Virtualization
   D. Authentication

13) _____ helps local governments calculate response times to natural disasters.
   A. Neural network
   B. Decision support system
   C. Geographic information system
   D. Intelligent agent

Continued...

14) Balance scorecard measures outcomes based on below dimensions **EXCEPT** _____.
A. financial
B. business process
C. supplier
D. learning and growth

15) A typical middle-level management decision might be "Why is order fulfillment report showing decline in Melaka?" The middle manager will interview employees and gather more information from external sources about local economic conditions or sales trends. This is the _____ part of the decision.
A. semistructured
B. structured
C. unstructured
D. ad hoc

16) Which of the following is **NOT** types of knowledge management system?
A. Transaction Processing System
B. Knowledge work system
C. Enterprise-wide knowledge management systems
D. Intelligent techniques

17) Which of the following is considered as knowledge workers?
A. Secretary
B. Clerk
C. Product designers
D. General worker

18) Data mining is a technique used for _____.
A. transaction processing system
B. knowledge discovery
C. automating tasks
D. normalisation

19) _____ provide tools for management, delivery, tracking, and assessment of employee training.
A. Learning management systems
B. Transaction processing systems
C. Intelligent techniques
D. Enterprise-wide knowledge management systems

20) What type of information systems are used by researchers, designers, architects, scientists and engineers in their work processes?
A. Knowledge network systems
B. Knowledge work systems
C. Digital asset management systems
D. Learning management systems

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21) Which of the following is an example of Augmented Reality application?
A. Instagram
B. Shopee
C. Pokemon Go
D. Mobile Legends

22) _____ are used by firms in publishing, advertising, broadcasting and entertainment for classifying, storing and managing unstructured data such as photographs, graphics, video and audio.
A. Learning management systems
B. Digital content management systems
C. Knowledge work systems
D. Virtual reality systems

23) Which of the following is **NOT** a basic kind of organisational structure (Minztberg)?
A. Entrepreneurial
B. Human resource
C. Machine bureaucracy
D. Adhocracy

24) Which of the following industries has the highest barrier to entry?
A. Restaurant
B. Laundry
C. Computer chip
D. Barber shop

25) All of the following define organisational environments **EXCEPT** _____.
A. organisations change faster than environments
B. organisations and environments have a reciprocal relationship
C. organisations are open to and dependent on the social and physical environment
D. organisations can influence their environments

26) Apple is a company that continuously introduces new products and services. Which of the following **BEST** describes the information system strategy used by Apple?
A. Strengthen customer intimacy
B. Focus on market niche
C. Low-cost leadership
D. Product differentiation

27) Which of the following impacts of information systems on organisations is **TRUE**?
A. IT increases agency costs
B. IT flattens organisations
C. IT increases transaction costs
D. IT maintains an organisation's structure, culture, politics, and work

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28) Music industries are facing poor sales of audio discs. To what competitive force did the audio disc music industry lose to?
   A. Positioning and rivalry among competitors
   B. Substitute products or services
   C. Customer's bargaining power
   D. Low cost of entry

29) Which of the following illustrates the use of information systems to strengthen supplier intimacy?
   A. A smartphone manufacturer's use of information systems to facilitate direct access from suppliers to production schedules
   B. A car manufacturer's use of information systems in selling custom, made-to-order computers directly to customers
   C. A hotel's use of information systems to determine which rooms and options its guests are most likely to book
   D. A grocery store's use of information systems to produce products and services at a lower price than competitors

30) Information systems enable companies to specialise on a market niche through _____.
   A. intensive customer data analysis
   B. creation of new services
   C. creation of substitute products
   D. intensive product data analysis

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Section B: 2 Structured Questions (20 marks)

*Instruction: Write your answers in the **Answer Booklet**.*

Question 1

a) Explain Executive Support System (ESS). Give an example of an ESS. (4 marks)

b) Explain and give **ONE** example for **EACH** term:
   i. i. E-commerce (2 marks)
   ii. ii. E-government (2 marks)

c) List **TWO** types of collaboration and social business platforms. (2 marks)

[TOTAL 10 MARKS]

Question 2

a) Companies today can outsource a number of tasks or services. They often outsource Information Technology services, including programming and application development and technical support.
   i. Explain outsourcing (1 mark)
   ii. Explain **ONE** example of outsourcing case. (2 marks)
   iii. List **TWO** advantages of outsourcing. (2 marks)

b) Explain Data Flow Diagram (DFD) and draw an example of DFD with a minimum of **THREE** process (5 marks)

[TOTAL 10 MARKS]

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